

# Exhibit 23

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## Pirelli raising prices for fourth time in 2021

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ROME, Ga.—Pirelli Tire North America Inc. is planning to raise prices in the U.S. on car and light truck tires for a fourth time in 2021, this time by up to 8 percent, effective Oct. 1.

Pirelli cited higher prices of raw materials and changing market conditions as the reasons for the increase. Members of the Pirelli sales team will contact customers to provide more detailed information about the changes.

Pirelli's other increase were:

- July 1—up to 6 percent, varying by line and tire size, in the U.S.
- April 15—by up to 7 percent, varying by line and tire size, in the U.S.
- Jan. 1—by undisclosed amounts, in the U.S.

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